



KMOV
One Memorial Drive
St. Louis, MO 63102

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract #**847159****Schedule Dates**

08/15/12-08/21/12

Advertiser

Crossroads GPS (33741)

Agency/T-Code

Crossroads Media LLC (2774)/055317791

Product

Political - Non-Ballot Issue (1196)

Brand

CROSSROADS GPS MO (126616)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

MARONEY,STEPHANIE

Phone/Fax

(202) 559-6424 /

CPE

12/11/888

Account Types

National/Political Issue - Agency

Billing Type

Standard

CommentsCROSSROADS GPS
***** THIS IS A CASH IN ADVANCE SCHEDULE *******Date Entered**

08/07/12

Last Modified

08/07/12

Entered By

Betsy Waxberg

CO-OP

No

Headline #

06265019

Demo**Order Type**

Normal

Package Deal**Commission %**

15.00

Commission

\$7,867.50

Net Total

\$44,582.50

Sales Tax**St. Louis (KMOV) (KMOV)****By Broadcast Month****Spots****Rate**

Aug. 2012 88 \$52,450.00

Grand Total: 88 \$52,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20062- News @ 10pm M-F						1			1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	8/7/12
2.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	98273- Great Day St. Louis						1			1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	GREAT DAY ST. LOUIS	8/7/12
3.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20063- Late Show with David Letterman						1			1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	8/7/12
4.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20027- Inside Edition						1			1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	8/7/12
5.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20022- Price is Right						1			1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	8/7/12
6.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	12:27P- 2:57P (CT)						1			1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	AFTERNOON ROTATION	8/7/12
7.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20023- News @ 12noon M-F						1			1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	8/7/12
8.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	28663- Dr. Phil						1			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DR. PHIL	8/7/12
9.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20054- News @ 5pm M-F						1			1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	8/7/12
10.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	48386- News @ 5am						1			1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	8/7/12
11.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20055- News @ 6pm M-F						1			1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	8/7/12
12.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20015- News @ 6am M-F						1			1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	8/7/12
13.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	20053- Entertainment Tonight						1			1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	8/7/12

CONFIRMATION CONTRACT

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14.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	131968- CBS This Morning						2			2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	8/7/12
15.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	114240- Nate Berkus Show						1			1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	NATE BERKUS	8/7/12
16.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	115389- Blue Bloods						1			1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	BLUE BLOODS	8/7/12
17.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20062- News @ 10pm M-F		1							1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	8/7/12
18.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	98273- Great Day St. Louis		1							1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	GREAT DAY ST. LOUIS	8/7/12
19.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20063- Late Show with David Letterman		1							1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	8/7/12
20.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20027- Inside Edition		1							1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	8/7/12
21.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20022- Price is Right		1							1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	8/7/12
22.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	12:27P- 2:57P (CT)		1							1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	AFTERNOON ROTATION	8/7/12
23.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20023- News @ 12noon M-F		1							1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	8/7/12
24.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	28663- Dr. Phil		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DR. PHIL	8/7/12
25.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20054- News @ 5pm M-F		1							1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	8/7/12
26.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	48386- News @ 5am		1							1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	8/7/12

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27.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20055- News @ 6pm M-F		1							1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	8/7/12
28.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20015- News @ 6am M-F		1							1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	8/7/12
29.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	20053- Entertainment Tonight		1							1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	8/7/12
30.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	131968- CBS This Morning		2							2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	8/7/12
31.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	114240- Nate Berkus Show		1							1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	NATE BERKUS	8/7/12
32.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	115379- Hawaii Five O		1							1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)	HAWAII 5-0	8/7/12
33.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	20108- News @ 10pm Sat							1		1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	NEWS 4	8/7/12
34.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	20103- News @ 6pm Sa							1		1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6PM SATURDAY	8/7/12
35.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	20789- News @ 10pm Sun								1	1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN	8/7/12
36.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	8A- 10A (CT)								1	1	\$650.00	\$650.00	St. Louis (KMOV) (KMOV)	CBS SUN MORNING/FACETHE NATION	8/7/12
37.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	98273- Great Day St. Louis					1				1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	GREAT DAY ST. LOUIS	8/7/12
38.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20063- Late Show with David Letterman					1				1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	8/7/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20027- Inside Edition					1				1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	8/7/12
40.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20022- Price is Right					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	8/7/12
41.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	12:27P- 2:57P (CT)					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	AFTERNOON ROTATION	8/7/12
42.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20023- News @ 12noon M-F					1				1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	8/7/12
43.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	28663- Dr. Phil					1				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DR. PHIL	8/7/12
44.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20054- News @ 5pm M-F					1				1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	8/7/12
45.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	48386- News @ 5am					1				1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	8/7/12
46.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20055- News @ 6pm M-F					1				1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	8/7/12
47.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20015- News @ 6am M-F					1				1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	8/7/12
48.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	20053- Entertainment Tonight					1				1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	8/7/12
49.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	131968- CBS This Morning					2				2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	8/7/12
50.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	114240- Nate Berkus Show					1				1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	NATE BERKUS	8/7/12
51.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	124918- Person of Interest					1				1	\$3,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)	PERSON OF INTERESTLTC 9/20/12	8/7/12

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52.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20062- News @ 10pm M-F			1						1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	8/7/12
53.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	98273- Great Day St. Louis			1						1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	GREAT DAY ST. LOUIS	8/7/12
54.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20063- Late Show with David Letterman			1						1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	8/7/12
55.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20027- Inside Edition			1						1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	8/7/12
56.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20022- Price is Right			1						1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	8/7/12
57.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	12:27P- 2:57P (CT)			1						1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	AFTERNOON ROTATION	8/7/12
58.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20023- News @ 12noon M-F			1						1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	8/7/12
59.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	28663- Dr. Phil			1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DR. PHIL	8/7/12
60.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20054- News @ 5pm M-F			1						1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	8/7/12
61.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	48386- News @ 5am			1						1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	8/7/12
62.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20055- News @ 6pm M-F			1						1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	8/7/12
63.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20015- News @ 6am M-F			1						1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	8/7/12
64.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	20053- Entertainment Tonight			1						1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	8/7/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
65.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	131968- CBS This Morning			2						2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	8/7/12
66.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	107454- NCIS : Los Angeles			1						1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)	NCIS: LA	8/7/12
67.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	114240- Nate Berkus Show			1						1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	NATE BERKUS	8/7/12
68.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20062- News @ 10pm M-F				1					1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	8/7/12
69.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	98273- Great Day St. Louis				1					1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)	GREAT DAY ST. LOUIS	8/7/12
70.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20063- Late Show with David Letterman				1					1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	8/7/12
71.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20027- Inside Edition				1					1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	8/7/12
72.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20022- Price is Right				1					1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	8/7/12
73.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	12:27P- 2:57P (CT)				1					1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	AFTERNOON ROTATION	8/7/12
74.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20023- News @ 12noon M-F				1					1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	8/7/12
75.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	28663- Dr. Phil				1					1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	DR. PHIL	8/7/12
76.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	20054- News @ 5pm M-F				1					1	\$800.00	\$800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	8/7/12
77.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	48386- News @ 5am				1					1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	8/7/12

CONFIRMATION CONTRACT

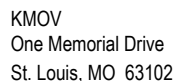
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

847159

Schedule Dates	08/15/12-08/21/12
Advertiser	Crossroads GPS (33741)
Agency/T-Code	Crossroads Media LLC (2774)/055317791
Product	Political - Non-Ballot Issue (1196)
Brand	CROSSROADS GPS MO (126616)
Salesperson	Johannessen, Jordan (2818)
Sales Office	TeleRep - New York
Buyer Name	MARONEY,STEPHANIE
Phone/Fax	(202) 559-6424 /
CPE	12/11/888
Account Types	National/Political Issue - Agency
Billing Type	Standard
Comments	CROSSROADS GPS ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered	08/07/12
Last Modified	08/07/12
Entered By	Betsy Waxberg
CO-OP	No
Headline #	06265019
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$7,867.50
Net Total	\$44,582.50
Sales Tax	

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Aug. 2012	88	\$52,450.00
Grand Total:	88	\$52,450.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: